



B. H. Jain, Founder Chairman

# Chairman's Conviction

Life for me has been a long and arduous journey. However, from the very first lap, I have spent considerable time and efforts to express my gratitude towards the society by returning to it what I have borrowed from it. I believe that our initiatives and services in this direction have helped in generating sustainable benefits for all our stakeholders.

Conservation of resources (aparigraha) is at the root of our ethos. It all began with the very selection of the business line. Each one of our businesses impacts the society and is in turn impacted by the society. Piping and drip irrigation systems conserve water and energy, and at the same time improve production and productivity of the farmers. Fruit and vegetable processing helps in aiding food security and ensures value addition for the farmers' produce. This also empowers them to create sustainable wealth.

Similarly, our contract farming model insulates the farmer from the fluctuating market prices and eliminates the middlemen. In this manner, we improve the contract farmers' Return on Investment significantly.

Tissue culture planting material is yet another activity which provides employment opportunity to rural women. This business line helps these semi-literate women and empowers them to lead a meaningful life with dignity. In addition it improves farm productivity dramatically by over 200%, thereby bringing prosperity to the small farmers. Our clean energy venture is full of immense possibilities for conservation, employment generation and improvement in the health and hygiene of the working populace from rural areas. Solar lamps, solar cooking devices, solar LED lighting and a host of other domestic appliances are finding a place in the rural households. The solar pump is a novel concept which replaces the fossil fuel pump and improves the environment with low or no carbon emission. Besides, it saves the farmer from the erratic grid power supply and its ever-rising cost. The solar water purifier, means to provide safe drinking water to the masses is in the making.

A good part of the profit that the Corporation generates through the above activities is invested in the promotion of the cultural, educational and social lives of the community. Our



Children of Anubhūti English Medium School-2

trust on education, particularly rural and agriculture-oriented education, finds an expression in the Anubhuti chain of educational institutions. The Anubhuti residential school located at our Divine Park (Jalgaon) campus is developed for preserving Indian heritage and culture in young minds, while preparing them for global



Anubhūti - The sprawling green campus - A bird's eye view



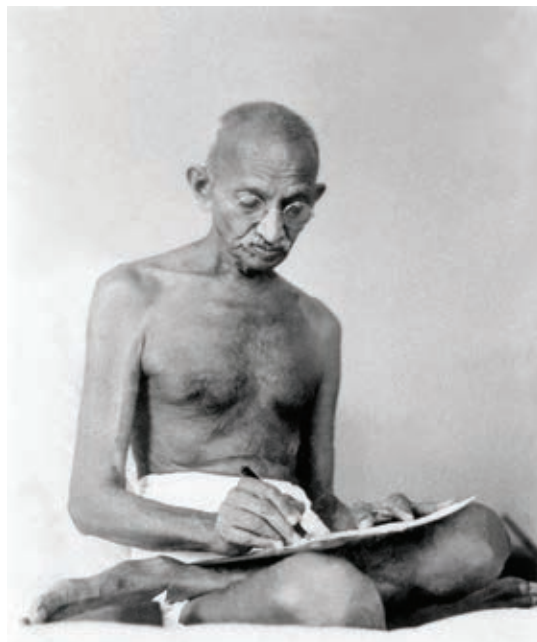
Anubhūti English Medium School-2, Jalgaon

competitiveness and competence. The Anubhuti day school located in the centre of Jalgaon town provides free education, food and uniform to children of the most deprived below poverty line families. In addition, two rural schools and an agricultural college are established at Wakod village in District Jalgaon. The proposed private agricultural university marks our foray into the domain of tertiary education with unique focus on sustainable agriculture, clean energy, water and food security. Our educational initiatives have brought smiles on the faces of those who live their lives in abject poverty.

If you think of any constructive human endeavour for the community, we would like to be a part of it. We staunchly believe that such an approach has taken us to global heights, notwithstanding our humble beginnings, the extraordinary odds, and the semi-rural location from where we operate. Given the social goodwill we enjoy, the business flourishes – harmoniously and peacefully. The associates are an extended part of our family. They own the work, in addition to being owners of the organization by way of being shareholders.

The transparency and fairness with which we conduct our business also keeps our entire supplier chain and distribution network happy.

Over the past few years, reading of Gandhiji's literature and subsequent reflections deeply impacted my thought process. I discovered that much of it is closely aligned to Gandhiji's sociopolitical and business ideology. His life is an object lesson in simplicity and sustainability. He could foresee that 'nature provides enough for everybody's needs, but not for everybody's greed'. I realized that this simple but profound message summed up our business ethos and decided to adopt this axiom as our own.



Mahatma Gandhi

Gandhiji having emerged as our role model, we decided to preserve for posterity his timeless legacy. The resulting initiative is the Gandhi Research Foundation (GRF)-at Gandhi

Teerth, Jain Hills. The President of India, Smt. Pratibha DeviSingh Patil dedicated it to the humanity in March 2012.

From the convergence of Gandhiji's ideals and our ideas, a firm conviction has developed that by following Gandhiji's path, we can generate profits for the Corporation even after making significant contributions to the society to make it sustainable. All embracing sustainability provides gainful occupation to people and adds productivity to human endeavours.

The sum of all these total activities contributes a great deal to the success of our business, and I believe, we are paid back much more than what we contribute.

We have not done anything extraordinary or out-of-the-way. I can say that anyone who cultivates this attitude will experience similar feelings. If you give, it comes back to you in greater measure. However, do not give hoping to get back. Do it out of a feeling of genuine gratitude. Such gratitude will make the Corporation humble in its approach and modest in its claims.

Thank You.



**Bhavarlal H. Jain,**

Founder Chairman



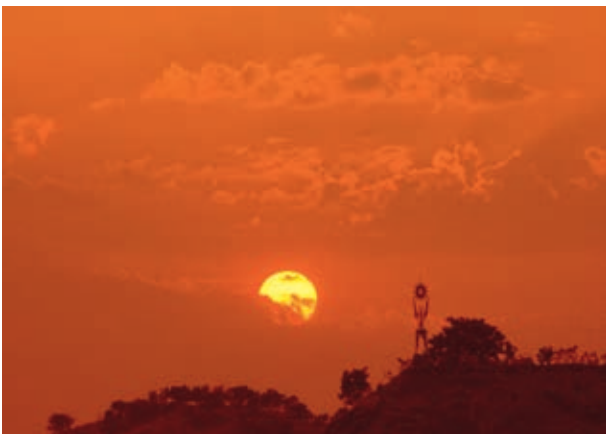
Water : The source of all life



Land : The source of all food



Space : The source of infinite mystery



Sun : The ultimate storehouse of energy



Wind : The new-found source of energy